CN Tower

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>
> Neil Jones, Director of Operations
> CN Tower

Our Side of The Story

The CN Tower and its 360◦ Revolving Restaurant in Toronto is a world renowned tourist attraction and a leader in implementing accessibility for its patrons. Currently celebrating its 35th year, the CN Tower has embraced the Accessibility for Ontarians with Disabilities Act and its first accessibility standard for customer service and incorporated this latest information into its workplace culture and customer service policies and procedures. Accessibility planning may seem overwhelming at first. Breaking the preparation down into small, manageable tasks makes implementation less complicated.

"A special committee has been developed at the CN Tower to review and implement the new AODA accessibility standards, explains Neil Jones, Director of Operations for the CN Tower. "As a public facility, the CN Tower works proactively to ensure we are sensitive to the needs of all our visitors and employees through ongoing training, policies and procedures, and facility upgrades."

Being a 35 year old building means continual renovations. Therefore including accessibility and accessible customer service planning right from the start, when any changes are going to happen, is critical.

"All new employees receive customer service training including accessibility training, says Mr. Jones. For example, if something has changed at the Tower that affects a visitor, we discuss it as a team and how this change will affect our customer service. One of our greatest assets is our ability to listen to people who have disabilities. This perspective is like a fresh pair of eyes looking at our business. We take these recommendations seriously, and they are always top of mind."

One example of this proactive approach is the initiative by the CN Tower to potentially change their physical address from Front Street to Bremner Blvd, which is the accessible entrance. Customer feedback indicated that it is difficult for people with mobility issues to arrive at the Front Street address so CN Tower is working with the City of Toronto to revise the address so that the main entrance is accessible for all visitors.

The CN Tower's approach has always been this way; by being sensitive to all of their customers' needs, they are making the customer experience more comfortable for everyone.

Our Quick Tips

- **When it Comes to Accessibility Take One Step At A Time**
- **Empathize With Your Customer**

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